

SPECIFICATION

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<spec.version> [Electronic Version 1.2.8] </spec.version>

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<title-of-invention> [Insert title of invention] The Digital TV Tuner Regulator Platform </title-of-invention>

<background-of-invention>

<heading> Background of Invention </heading>

[]<paragraph> The convergence of TV and the Internet has arrived. "Digital TV Tuners" has also surfaced thanks to technological advances over the last 10 years. This patent application provides key insight into what the master application for how this technology operates and performs many unique processes that when combined, provides for the technology or parts of it to work together or as a stand alone that will help TV broadcasters regulate. This technology provides a way to deliver digital media, chat, email, art, software, gaming, multi media, actual tv broadcasting content, cable tv content and web page based content over digital tuner equipped television sets of the future. </paragraph>

[]<paragraph> Strategy Analytics reports that 625 million people around the world will have access to online services and content delivered via their TV sets by 2005. That number is expected to increase dramatically now the the FCC has mandated that Digital Tuner be manufactured with ALL TV sets by 2007. (see below)The Digital TV Tuner Regulator Platform invention would provide a unique authentication process that identifies, tracks, aggregates and records the information as it relates to content, users and advertisements users actually choose. The up coming void in this marketplace that has to be filled for a truly independent system that provides all of the above. This technology offers broadcaster and content providers a way to broadcast or deliver content and derive revenues from the use of the The Digital TV Tuner Regulator Platform. This invention provides numerous stand alone or work together processes that control and audit user activity, digital media content distribution and royalty distribution for use of the digital media. As well as that consumers are actually able to SELECT THEIR OWN commercials unlike current tv broadcasting. Commercials are intended to act as the users contribution or payment to view content. A system must be in place to handle 625 million tv users/multiple users. </paragraph>

[]<paragraph> The Digital TV Tuner Regulator Platform invention provides a way for TV Broadcaster's and Advertisers interact with their audience that uses Digital Tuner equipped TV's. </paragraph>

[]<paragraph> Digital TV broadcasts will forever change the way people watch television. A new method must be in place to assure content owners protection from theft and piracy of content as seen in the music and video industries the past three years. </paragraph>

[]<paragraph> For years the debate of when to make a TV "digital" has finally arrived. The FCC has finally pushed a mandate into the TV worlds. In a Cnet article dated August 9th, they reported that: As of August, 2002, all future tv sets sold in the United States must include digital receivers. In an attempt to spur the adoption of digital TV, the Federal Communications Commission voted that all new TV sets to include digital receivers by 2007 which allow for consumers to access the Internet and exchange and use content. Beginning July 1, 2004, TV sets with screen sizes of 36 inches and larger must include digital receivers. By 2007, all TVs. </paragraph>

[]<paragraph> The Digital TV Tuner Regulator Platform invention is a way for broadcasters to deliver their content (old and new) to consumers safely and effectively while being compensated in a truly UNIQUE way. The Digital TV Tuner Regulator Platform will provide for the TV industry both accountability for users and content alike while assuring they will be able to generate revenues as they do today. This is important for TV broadcasters for they would like to maintain or obtain marketshare in the early stages of this FCC mandate. The Digital TV Tuner Regulator Platform also provides an overall process that prevents pirating and/or the copying of content. </paragraph>

[]<paragraph> This is important for the FCC also approved the "push" for techniques to deliver a way to prevent copying of digital TV based broadcasts. FCC also noted that all digital TV transmissions will include a "broadcast flag" which designates shows that may not be copied freely. This "flag" is merely another Digital Rights Management tool but only for TV. Digital Rights Management induced files limit the use of a file. The Digital TV Tuner Regulator Platform IS NOT a digital rights management tool. The Digital TV Tuner Regulator Platform does not alter or manipulate the actual content "file" that a user receives, downloads or uses. </paragraph>

[]<paragraph> All televisions sold after a certain date would be required to recognize the flag and, if it is present, permit consumers to record broadcasts only in lower-quality analog or encrypted digital formats. The Digital TV Tuner Regulator Platform invention also allows for a way to track these flags and account for each of them so they are not distributed in violation of copyright laws. This is a major concern for the FCC and the TV industry for they fear a Napster type situation could strangle the TV worlds. Napster in the late 1990's and early 2000 allowed for a distribution platform where people infused, transferred, played and distributed copyrighted materials causing irreparable harm to the music world. </paragraph>

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<heading> **Summary of Invention** </heading>

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[]<paragraph> The Television (TV) Digital Tuner Acknowledgement Trigger invention is consumer friendly allowing them to distribute content legally, in some cases free for the trigger induced advertising medium provides royalty to the content owners for the users "use" of content. Since the FCC mandates, numerous consumer groups have criticized what the FCC is doing saying it could limit traditional fair use rights. The Television (TV) Digital Tuner Acknowledgement Trigger invention is designed to make consumers happy while making the content owners happy. </paragraph>

[]<paragraph> The Television (TV) Digital Tuner Acknowledgement Trigger invention solves the concerns of content owners following problems that are arising currently exist with content file sharing networks: </paragraph>

[]<paragraph> · Content Owners are Unable to track "content on demand" downloads and usage. They also have no way to audit the material for use and royalty. </paragraph>

[]<paragraph> · Content Owners are Unable to determine the amount of downloads and or time the file has been "shared", "used" and "re-produced illegally." </paragraph>

[]<paragraph> · Content Owners are Unable to commercialize, profit. In short, they have not made consumers happy. </paragraph>

</summary-of-invention><brief-description-of-drawings>

<heading>Brief Description of Drawings </heading>

[]<paragraph> Figure 1 – Shows an overview of the system. </paragraph>

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<heading>Detailed Description </heading>

[]<paragraph> This invented process, The Digital TV Tuner Regulator Platform invention, when put in motion with combined processes or in a stand alone modes by way of software induced Trigger's</emphasis></emphasis> create and define numerous processes which is going to be needed to regulate content distribution infrastructures as it relates to Digital Tuner Equipped TV's and supporting technologies. The Digital TV Tuner Regulator Platform invention regulates users, content and royalty generating advertisements that users. The infrastructure built around The Digital TV Tuner Regulator Platform also allows for advertisers and content owners to upload, download and delete content at will while at the same time able to view vital up to date statistics regarding the content and ad use, the key vital demographic information to determine future campaigns. The Digital TV Tuner Regulator Platform invention is also a real time, 100% factual information, unlike the "Neilson Ratings."The Digital TV Tuner Regulator

Platform has a main user database (or information storage unit) in which all users have unique Digital TV Tuner Regulator Platform clients. These **Clients** regulate, control and maintain processes this invention is made for. The processes, the information and the auditing system this invention supplies is truly unique for TV's equipped with Digital Tuner's. This is a database of users each with unique The Digital TV Tuner Regulator Platform Client. </paragraph>

[]<paragraph> The Digital TV Tuner Regulator Platform Client regulate and act differently for each profile a user creates, is 100% different from the rest of the users. Each user is unique and authenticated. Each user can update their profiles up to the minute or daily thanks to the Digital TV Tuner Regulator Platform and It's Client. The Digital TV Tuner Regulator Platform Client is either assigned, downloaded, or pre- installed on TV's that are made equipped with a Digital TV Tuner. Please note: This is not limited to content owners or ADMINISTRATORS of the Digital TV Tuner Regulator Platform. i.e.: TV's that receive content through a UHF reception, cable tv box, or a satellite box first before the content "signals" reach the TV. </paragraph>

[]<paragraph> The Digital TV Tuner Regulator Platform Client represents each unique user. Each client is "programmed" with input based on the users personal preferences, demographics, desires, age, of each user and more. Once the Digital TV Tuner Regulator Platform is programmed with each unique users "Client" the client then performs certain tasks that provide for a unique platform to allow users to trade, exchange, and "use" content. </paragraph>

[]<paragraph> The platform is designed to provide unique processes that allow content owners (i.e.: tv broadcasters, content owners) complete control over content distribution and royalties in the digital age. The Digital TV Tuner Regulator Platform Client is responsible for updating the main platform, regulating the content requested, played, or exchanged. The Digital TV Tuner Regulator Platform Client is also responsible for providing advertisements to the user so the user may select his or her own advertisement based on the personal preferences they program each of their Clients with. The user in short is capable select which advertisements they desire to see in exchange for content "use". The platform provides a way to calculate, distribute and pay royalties in real-time (or not). The revues for "use" are derived from "paid" advertisements. </paragraph>

[]<paragraph> The Digital TV Tuner Regulator Platform Client regulates the information accumulated throughout the users any given moment of activity and is constantly sending this information back to the Digital TV Tuner Regulator Platform where it is organized and audited for real time information to those that need it. Content owners have complete control of their content and whether or not they desire to make it available to users, which would not be in their advantage for they will lose revenues they could be making. They can also designate the people they want the content to go based

on The Digital TV Tuner Regulator Platform Client that recognizes the users "age", preferences and demographic locations. The same applies for participating advertisers. Advertisers can limit ad's to children or adults, as well as restrictions on content that the advertisements are played for. (contract disputes, users imagined perception that the advertiser "supports" the content.)The Digital TV Tuner Regulator Platform is very flexible. It can also recognize and accept credit card payment, check payments, and allow for the real time auditing of a users purchase history. The Digital TV Tuner Regulator Platform keeps track of the activity of the user (select/or not select content, select or not select ad's, and play or store content) and reports this information to the Digital TV Tuner Regulator Platform. The Digital TV Tuner Regulator Platform Client can be installed on either the users TV (or cable box, satellite box, uhf, vhf and tv computer's with equipped hard drives or the both the users TV (or computer that provides TV content. i.e.: audio or video)and the entity that uses the trigger technology on the back end for user interactivity. The Digital TV Tuner Regulator Platform Client regulates the processes that make up this invention.(s)The Digital TV Tuner Regulator Platform processes must work together (OR STAND ALONE) to authenticate users, content, advertisement, and royalty distribution to keep consumers, content owners and advertisers happy. The Digital TV Tuner Regulator Platform works with all current and future platforms *that distribute content.* The Digital TV Tuner Regulator Platform Client recognizes reports back to the Digital TV Tuner Regulator Platform the user, the times of user activity, content type (audio, video, gaming, art, live broadcast, streamed broadcast, etc), name of the content, when it was entered or made available to users by the content owners themselves, the amount of times content has been used or transferred, the advertisement options, what advertisement the viewer has or has not selected in the past, the amount of royalties paid for and to whom they were paid. This is the users "path" through this platform. </paragraph>

[]<paragraph> The Digital TV Tuner Regulator Platform Client is also able to read and recognize if a person or TV platform that is equipped with a The Digital TV Tuner Regulator Platform Client receiver or device. The technological platform that the Digital TV Tuner Regulator Platform actually recognizes or will know if a TV, hard drive, or storage unit requesting content has been equipped with *t's own unique* The Digital TV Tuner Regulator Platform Client. This allows for the user TO request, use or even exchange content to others that have a unique Client installed either in a Digital TV Tuner or distribution platform that provides content into the Digital TV Tuner equipped TV. If not equipped with a Client, The Digital TV Tuner Regulator Platform Client blocks the content being distributed to the other user (Client). The Digital TV Tuner Regulator Platform Client then is capable of sending the user who does not have a The Digital TV Tuner Regulator Platform assigned Client or with a digital tuner to a designated area to getThe Digital TV Tuner Content Distribution Regulator on their TV. </paragraph>

[]<paragraph> Important note: The Digital TV Tuner Regulator Platform Technology does <emphasis>NOT</emphasis> regulate the "type" of content provided to the users plugged in to The Digital TV Tuner Regulator Platform. Content owners may insert content which is Digital Rights Management Protected based or non-protected files. Content could be in the form of new and old tv shows, video's, live broadcasts, art, pictures, conferencing, interactive tv, gaming, music video's, etc. The invention allows for the content owners to provide their entire digital libraries to users for the invention guarantees the content owners will be paid for the users "use" of content. The Digital TV Tuner Regulator Platform regulates searches of content (content search engine) distribution, accounts for it, and audits it all at the same time. (or not) The content source could be provided via many existing platforms which may have patent related to them. P2P, Internet Streaming, Data casting Platforms, etc. The Digital TV Tuner Regulator Platform works with existing digital media or content platforms. The FCC mandate making TV's equipped for Digital Tuners opens up the user TV content like never before. The Digital TV Tuner Regulator Platform regulator regulates content distribution before, during and after the content reaches the actual Digital Tuner equipped TV. It can regulate unlimited forms of content interaction from the point the content reaches the tuner, the user "uses" the content (multiple shows showing at once, etc). </paragraph>

[]<paragraph> The Digital TV Tuner Regulator Platform Client invention can select content from various sources at once and in tandem with other The Digital TV Tuner Regulator Platform Clients. When the user activates his or her own unique Regulator Client, the content server is locked into each Regulator Client that is active so the user may be able to access content. Two main sources the content will be available from: a) It could work all "in-house" with a content delivery platform already assembled that a user with a "Regulator Client" has access to. (see figure #X2) b) Or, for example, if an entity desires use of the Digital TV Tuner Regulator Platform Client Technology to regulate their own content already existing on other technological platforms, a "Regulator Platform" bridge will be installed in between the trigger technology and the content available to those users with triggers. (see figure#X1) Advertisements (any shape or form. video, audio, animated, banner, etc) play in lieu of content usage, so the advertisements can play before, during or after the actual content reaches the Digital Tuner equipped TV. In short, the user must still select an advertisement or pay for the content before the content is played in part, or in full when delivered to the end user. A user payment can or can't be in combination of the actual advertisement selection by the end user. Content is always accounted for. A content file is never allowed access to a end user's TV Tuner unless a payment is registered by way of advertisement or payment or combined. Digital TV Tuner Regulator Platform logs and reports all this information. </paragraph>

[]<paragraph> Content owners upon access to the content storage unit will be able to insert in real time, via the internet or any other electronic device, content into a The Digital TV Tuner Regulator Platform regulated content server at will. Content owners upon access to the Digital TV Tuner Regulator Platform can or can't set usage royalty (advertisement) rates. The TV Tuner Regulator Platform shall audit all the information the content owner needs to regulate and profit from content use. Content owners upon access to the Digital TV Tuner Regulator Platform can view in real time the usage of each of their respective content offerings. Daily, up to the minute, monthly, year to date as well as how much money has been paid in royalties for the use of their content. They can also view how many "unique" files they have made available to users. This includes the title or name of the content. </paragraph>

[]<paragraph> The advertising part of this invention is truly unique. The demand for better advertising has been going on for years. The Digital TV Tuner Regulator Platform provides processes and control the advertiser never had before in any other technological invention. It is user friendly and it's popularity is knowing that people feel commercials are a fair price to pay for content "use." The Digital TV Tuner Regulator Platform advertisement invention component is always activated each time a unique user activates it's unique The Digital TV Tuner Regulator Platform Client. </paragraph>

[]<paragraph> The advertisement server locks in on each respective The Digital TV Tuner Regulator Platform Clients pre-programmed preferences(all preferences are stored in the trigger database or storage unit) that the user programmed his or her The Digital TV Tuner Regulator Platform Client with so The Digital TV Tuner Regulator Platform can regulate and deliver choice of advertisements or stand alone advertisements based on those same users preferences. Never before has the advertiser had an opportunity such as this to reach their audience. Advertisements that are selected by the user before, after, or during the time a user requests content. The user shall have the choice to pick which ad selections they desire from any number of options of actual advertisements or stand alone advertisements. </paragraph>

[]<paragraph> The Digital TV Tuner Regulator Platform is very powerful and provides a broad range of service. For example, it recognizes and reports to the Digital TV Tuner Regulator Platform advertisements that are new or old and is able to determine if a user has or has not viewed or listened to a specific advertisement. They have control of their actual ad campaigns. The Digital TV Tuner Regulator Platform Client will only allow or pre select advertisements that the user has not viewed or listened to or what the user basically tells it to do. For example, The Digital TV Tuner Regulator Platform invention allows the user to program his The Digital TV Tuner Regulator Platform Client to accept or not accept advertisements already viewed by the user or a specific type of advertisement. (i.e.: parents do not want adult advertisement reaching their children so the Digital TV Tuner Regulator Platform does not allow these types of commercials to

even be seen, or pre-selected) The Digital TV Tuner Regulator Platform Client acknowledges when the advertisement is played, allowing the content to be received by the user. (downloaded, uploaded) The Digital TV Tuner Regulator Platform Client acknowledges if content is in "full" or broken into numerous parts, segments or digital chunks. The Digital TV Tuner Regulator Platform Client is capable of recognizing where commercials are to be added or deleted before, during or after the content download. The Digital TV Tuner Regulator Platform Client also can provide advertisement inserts if the user of the Digital TV Tuner Regulator Platform Client is active, the TV is on, and the same user is either playing, transferring, or exchanging content or performing, for example, real time conferencing. Once an advertisement is played in its entirety (or before), royalty payment is audited, logged and reported by the Digital TV Tuner Regulator Platform Client to the Digital TV Tuner Regulator Platform for auditing purposes and content is "used" by users for it is "paid for" but that does not limit the Digital TV Tuner Regulator Platform from sending more advertisements in the background that will not effect the use of the content. </paragraph>

[]<paragraph> Once an advertisement is played, the Digital TV Tuner Regulator Platform technology **will ALSO** deliver a computerized link, coupon, or special notice regarding the advertisement the user just viewed to a designated memory area either in the TV or TV storage unit or hard drive. This is delivered as soon as the ad is played. When the ad is finished the Client reports back to the advertisement storage unit so this link or coupon can be sent to the user based on a specific product or service offered in the advertisement the user selected. If the user does not have a TV equipped storage unit, it can be sent via email for example. The coupon is sent to the TV Tuner (computer tv or any other applicable device that is capable of storing coupons or computerized links) storage unit, where applicable, for the user to use the coupon to shop online, or at brick and mortar storefronts. Direct response medium could never be more "direct." In short, if the user selects content, then selects an ad, that ad could be a pizza advertisement in which the user then can, for example, call the pizza store, order a pizza, and provide a coupon to the delivery boy for a cheaper price. </paragraph>

[]<paragraph> Advertisers have around the clock access to the Digital TV Tuner Regulator Platform advertisement area for auditing purposes. Advertisers can view how many advertisements they have in the system, view in real time the amount of times advertisements are viewed, the time, date, etc, view in real time the content that the user actually selected in order for the actual advertisements to be played, where (demographically) the advertisements were played, what were least or most popular advertisements with users, add money to their respective accounts to assure advertisements run consecutively w/o interruption of service, regulate what user will be able to view as far as advertisements. (age, race and demographic preferences, etc) They may even set which desired rate they desire to pay, or to "bid" for placement of an advertisement with other advertisers. For example, if a new TV show is out, or video is

on the streets, and the Digital TV Tuner Regulator Platform ADMINISTRATOR knows there will be a consumer demand, can set up a bidding atmosphere where advertisers bid to place their respective advertisements on the front line when the consumer actually selects or demands the content which is the form of a new TV show or video (examples). </paragraph>

[]<paragraph> Advertisements may be in various languages. The Digital TV Tuner Regulator Platform Client, again, is programmed by each individual user's preferences, and THAT includes language preferences. If a user prefers, for example, advertisements in Spanish, the advertisement server shall provide a Spanish advertisement instead of the advertisement being in, for example, English. Advertisers upon access can upload or download specific advertisements which allows for advertisers to keep up with specific ad campaigns. </paragraph>

[]<paragraph> Advertisement selection has to do with the advertisers preferences and how they desire the user or solicit the user. They are however, assured that their advertisement will be viewed before, during or after the content reaches the end user. There is not a limit to the type of advertisements they can use. The advertisement server will "code" or designate, or assign a code for each respective advertisement (and associating coupons) uploaded to the Digital TV Tuner Regulator Platform by a participating advertiser. Advertisement fees are also immediately deducted from the participating advertisers account when an advertisement is played and the Trigger logs the advertisement "selection and/or use." The Digital TV Tuner Regulator Platform Client reports, accounts and audits this information in real time. </paragraph>

[]<paragraph> The auditing component/process of the Digital TV Tuner Regulator Platform audits and accumulates all the information activities from which each unique Client (user.). Frequency of use, times and dates. The auditing component/process begins to audit each user when the user "logs" in or activates his or her unique "client" for the first time. That means they turned their Digital Tuner equipped TV on. </paragraph>

[]<paragraph> The auditing component/process audits information provided by the Digital TV Tuner Regulator Platform's "Client" that is assigned to all users. It audits requested content for each unique user, audits the owners of the requested content, audits the demographics of each "client" user that requests content, the date, time and frequency of content requested per "client", audits the information regarding the users platform used to receive, audits downloaded or uploaded the content, audits the use of each respective content type and the form the content is delivered, the amount of transfers, exchanges and downloads of content, accounts for each users advertising preferences to help the Digital TV Tuner Regulator Platform deliver preferred advertisements, audits the actual advertisements played, audits the amount of unique "user" views for each respective advertisement, audits the owners of the advertisements who participate in this advertising invention, audits the demographics of each advertiser and their specific user